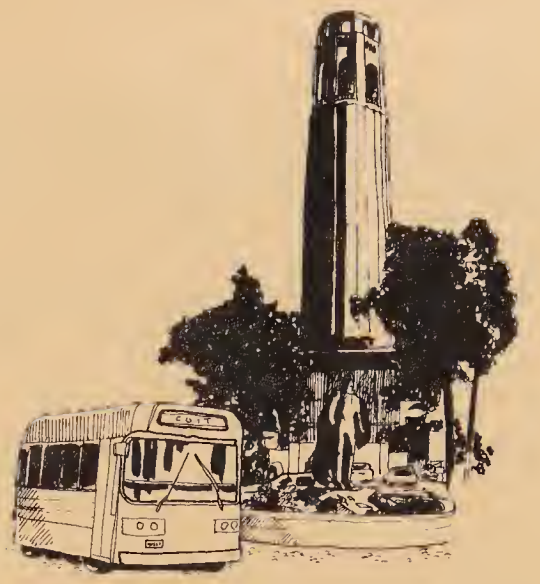
What's Inside

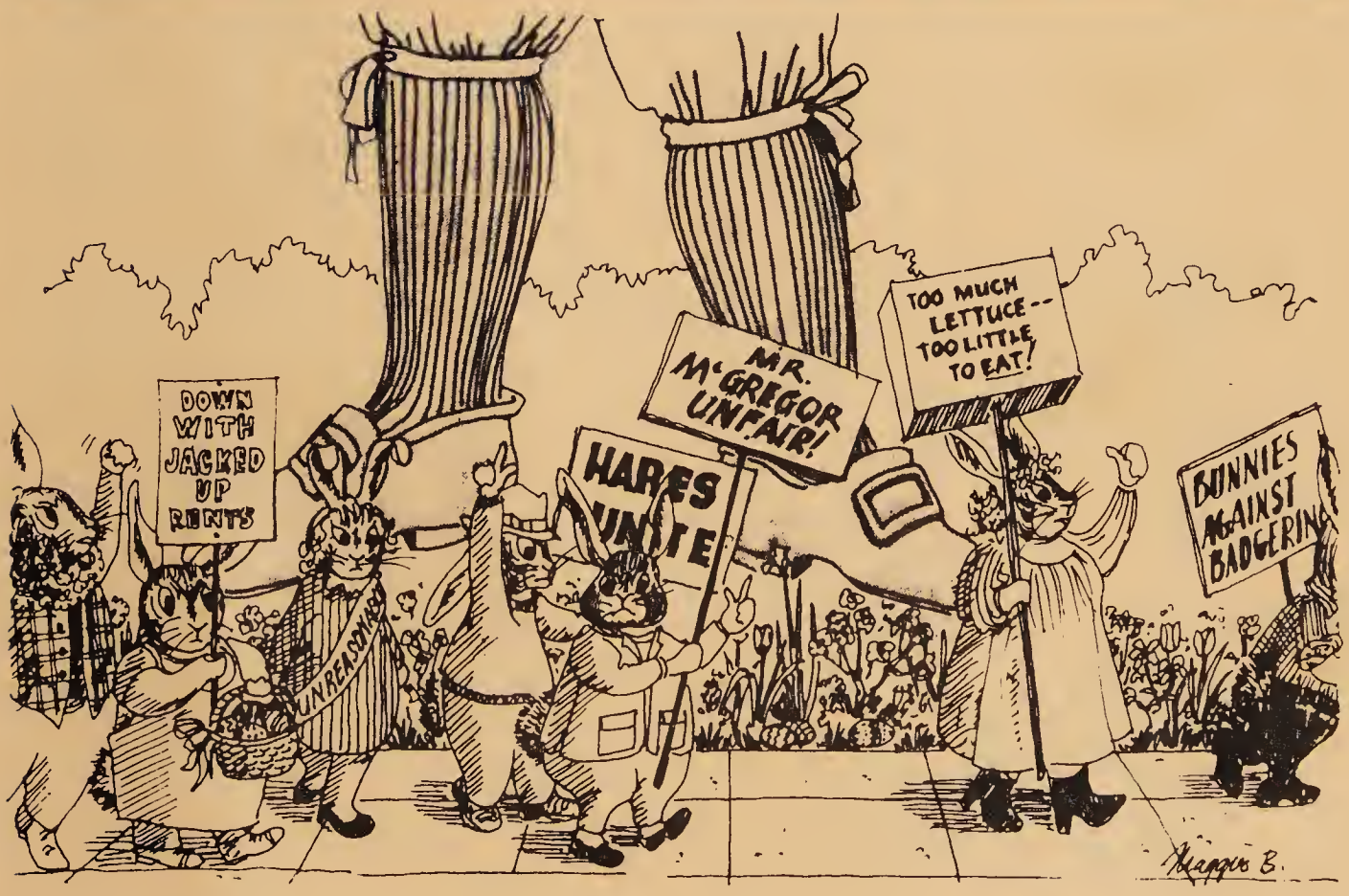
Poplars Return
Meet Your Neighbor
Marchant Garden Update
North Beach Rents



April, 1986
No. 94

TELEGRAPH HILL SEMAPHORE

Publication of the Telegraph Hill Dwellers



Election Dinner

Come to the 1986 election dinner April 14 at the Italian American Athletic Club on Stockton for a five course Italian dinner. Cocktails - 6:30 p.m.; dinner - 7:30 p.m.; $15. at the door. Bring your ideas and suggestions.

We must know how many will attend. PLEASE RSVP by Wednesday, April 9 to Pat Brown (775-7528).

1986 SLATE OF OFFICERS

The Nominating Committee, consisting of Larry Habegger, Greg Jones, Herb Kosovitz, Rhoda Robinson and Jane Winslow, is pleased to present the following slate of officers and directors for your consideration on April 14:

OFFICERS:

President	Jeanne Milligan	486 Union	989-0494
Vice President	George Rockrise	468 Vallejo	982-5197
Recording Secretary	Jo Mancuso	455 Chestnut	397-3966
Corresponding Secretary	Gloria Woo	40 Telegraph Pl.	982-3790
Treasurer	Peter Overmire	293 Union	989-3945
Financial Secretary	Rhoda Robinson	276 Francisco	781-5221
Historian	Larry Habegger	10 Napier	982-6620
Editor, Semaphore	Cheryl Bentley	218 Union	392-4081

DIRECTORS, 1986-88:

	Rod Freebairn-Smith	422 Post	986-8337
	Robert Morrill	576 Greenwich	982-4850
	Judith Robinson	562-B Lombard	982-8533
	Virginia Sletteland	448 Greenwich	781-4352

DIRECTORS, 1986-87:

	Herb Kosovitz	340 Chestnut	398-1757
	Maggie Marohl	150 Lombard 209	982-6123
	Jerry Petruzzelli	288 Union	397-6043
	Andrew Rabeneck	1308 Montgomery	433-0678
Ex Officio	Jane Winslow	396 Lombard	421-1466

President's Message

The doubling and tripling of rents of long established businesses is a pressing threat to the quality of life in North Beach.

Malvina's Cafe on Union Street has had its rent tripled and will have to move.

Gloria Sausage Factory & Deli (635 Vallejo), begun in 1920, moved this January because the rent had gone up over 200%.

Cuneo Italian American Bakery, has been hit with a 300% increase and, consequently, will have to move from their Green Street location.

The residents of Telegraph Hill must help the merchants find a solution to this threat to their survival. No small business can absorb a 200 to 300% rent increase in one year, except perhaps a franchise.

It is North Beach's unique quality that draws people here to visit and live. Many of us moved here for that very reason, and we now must help in the fight to preserve the North Beach we know and love.

Since January, North Beach Neighbors, Grant Avenue Merchants, Russian Hill Neighbors and THD have spent many hours talking and meeting with North Beach merchants, landlords and city politicians on this issue. If you feel strongly about this issue, please contact me and help us fight.

Police Community Relations

On April 17th at 7:30 pm Latifu Munirah, Director of the San Francisco Child Abuse Council, will address the Police Community Relations meeting at Central Station, 766 Vallejo Street.

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Board of Directors' Report: Motions Passed

December

To write a letter of support for a 5-cent refundable bottle bill going to the Legislature in January, and supported by Californians Against Waste.

To donate $100 instead of the requested $50 to aid Telegraph Hill Neighborhood Center meet a hefty increase in liability insurance premium (from $7,200 to $29,000).

To pay Julius Castle $350 for tips for the staff at the December 15 THD Christmas Party.

That a committee (Jane Winslow, Greg Jones) approach Planning Director Dean Macris and zoning administrator Robert Passmore about rezoning the area to prevent reoccurrence of the city interpretation of the section of the code regarding rear yards—allowing a home to be built on the front of property where there is already a building in the rear.

January

That Mary Faulstich and Rhoda Robinson discuss raising the dues and report to the Board.

To support a provision requiring any new or expanding restaurant to have a conditional use hearing.

Not to oppose an all-way stop at the corner of Union and Kearny proposed by the Transportation and Traffic Committee.

To support efforts to help merchants stay in North Beach through meetings and Board of Supervisors' hearings. To investigate the recent rent increases and their effect on the neighborhood, and seek a resolution to the problem.

February

To accept the recommendation of the dues committee to raise dues to $10 a year, with check of boxes that allow members to contribute more.

To have Nancy McCabe and Jerry Petruzzelli reconsider the memorial for Jim Ricereto, allowing Maggie Baylis to pay for all six poplars for Washington Square Park, to be dedicated in memory of her late husband.

Free Legal Clinic

The Italian-American Bar Association will be sponsoring a free legal clinic one weekend day in May. Consult the Sunday Chronicle Date Book section and church bulletins for exact time and place, or call James L. Bianchi (Board Member) at 362-0260. Chinese speaking attorneys will also be present.

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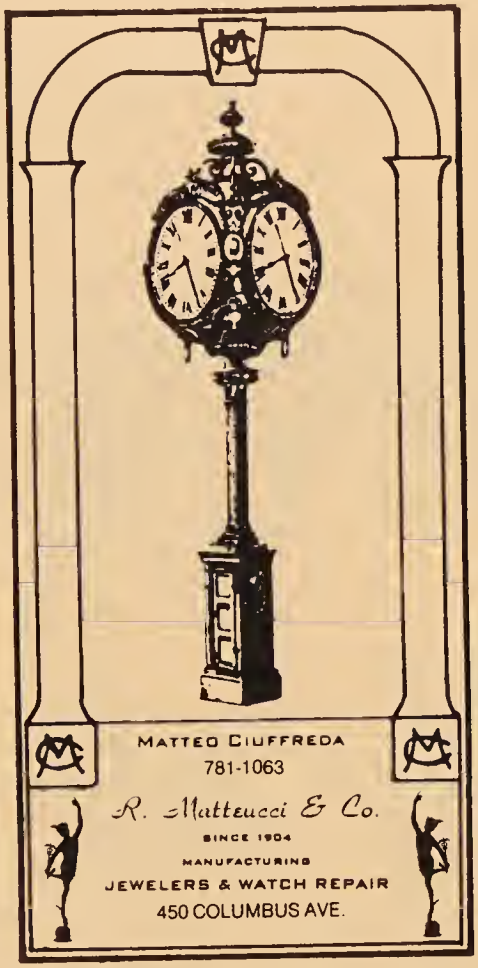

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Litter-Bugs Are Drawn Off Telegraph Hill

Litter-bugs didn't stand a chance against the dynamic anti-litter war waged by the THD Refuse Committee. On the battleground, Garfield Elementary School, 142 young hill dwellers and students, armed with pencils, crayons and paints drew furiously for two months, creating anti-litter poster masterpieces to get the message across: Keep litter off Telegraph Hill. Keep your home, neighborhood and city beautiful.

Encouraged and guided by principal Joseph Stallone, and Anne Kearney, Jamie Learned, and Lee Russell, the students' posters were considered by three judges. On the panel were Ernest Easterday, a supervisor of Street Cleaning, and THD members Mary Erckenbrack, a sculptress and artist, and Flo Allen, a supervisor of the California College of Arts and Crafts.

At an awards assembly at the school the winners were awarded recognition for their hard work and prizes. Presentation was made by Jeffrey Lee, Chairperson of San Francisco Alive. All of the students who submitted posters received certificates of participation. There were gasps of excitement as Mr. Lee announced the winners: Grand Prize Winner was Bennie Lee (Fifth Grade). Fifth Grade winners: William Tam, Christina Wang and Jacques Anderson; Fourth Grade winners: Lorraine Torres, Kevin Zhang and Pauline Lee; Third Grade winners: Raymond Woon, Blanca Montoya and Charles Mei; and Second Grade winners: Susie Lee, Ronald Leung and Christiana Wong.

Special thanks go to Gloria Woo for her extremely hard work and long hours, along with Marlene Hunn, in conceiving and orga-

nizing the contest . Anna Maria Bambara of Bank of America, Ada Barone of Eureka Federal Savings, and Giovanni Savio of Biordi Imports all donated to the Refuse Committee fund and helped make the contest possible.

THD is very proud of Garfield Elementary School for its enthusiasm and concern in promoting a clean neighborhood. The Refuse Committee is in the process of reproducing the grand winner's poster for display in North Beach merchants' windows as a reminder that the battle against litter is daily one, and to lose it is to lose the beauty of the neighborhood. Thanks again to all who participated in the contest.

Photos by Herb Kosovitz

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Garden Fund Raiser

The most recent effort to fund the buyout of 221 Filbert (the endangered property and cottage in the heart of the Grace Marchant Garden) took place Sunday, February 27 at the Washington Square Bar & Grill. Organized by Larry Habegger, a $100 per person Garden Party, featuring wine from Smothers Winery, attracted more than 100 people, including the Mayor and Supervisor Renne.

Grace Marchant spent thirty years creating and caring for the garden on the east side of Telegraph Hill. Since her death in 1982, Gary Krayhas continued her legacy.

In 1981, Dixon Kelly bought the property at 221 Filbert. In December of 1982, plans surfaced to demolish the existing cottage and build a structure five times the size. Unsuccessful at stopping the building and demolition permit, a neighborhood group decided to proceed with a buyout. Approximately $20,000 was raised the first month, and a preliminary purchase agreement was produced. In January, legal documents were signed, requiring $160,000 cash in partial ful-

fillment of the $320,000 sales price. The option to buy expires on March 10, 1986. At this writing, $120,000 has been collected from contributions and fund-raising events sponsored by the Friends of the Garden.

Lawyer Lee Gotshall-Maxon donated legal services to the Friends. A privately endowed national land conservation entity, the Trust for Public Land, structured the real estate transactions.

The concluding transaction involves the resale of the 221 Filbert property (listed at $189,000 with Alan Koehler of Merrill Lynch Realty). The deed has been restricted, so that only improvements to the existing cottage may be made with no demolition of the structure. Additionally, deed restrictions call for preservation of the gardens.

A future fund-raising event in early March will be the opening of the Palace Theatre in North Beach with proceeds going to the Friends of the Garden.

To prevent future development in the Garden a community action group is creating a historic district in the area roughly bounded by Union, Sansome, Greenwich and Montgomery. The target date for historic district designation is the end of 1986.

Photos by Keiko K. Perri

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The Kearny Street Steps Project

Efforts by the Telegraph Hill Dwellers to improve the appearance of the Kearny Street Steps go back to the sixties. Over the years it had been difficult to get all the neighbors and City departments to agree. Delay ate away at money set aside by Park & Recreation for the project. But still Jerry Lubenow and others in the Dwellers wanted to get something started.

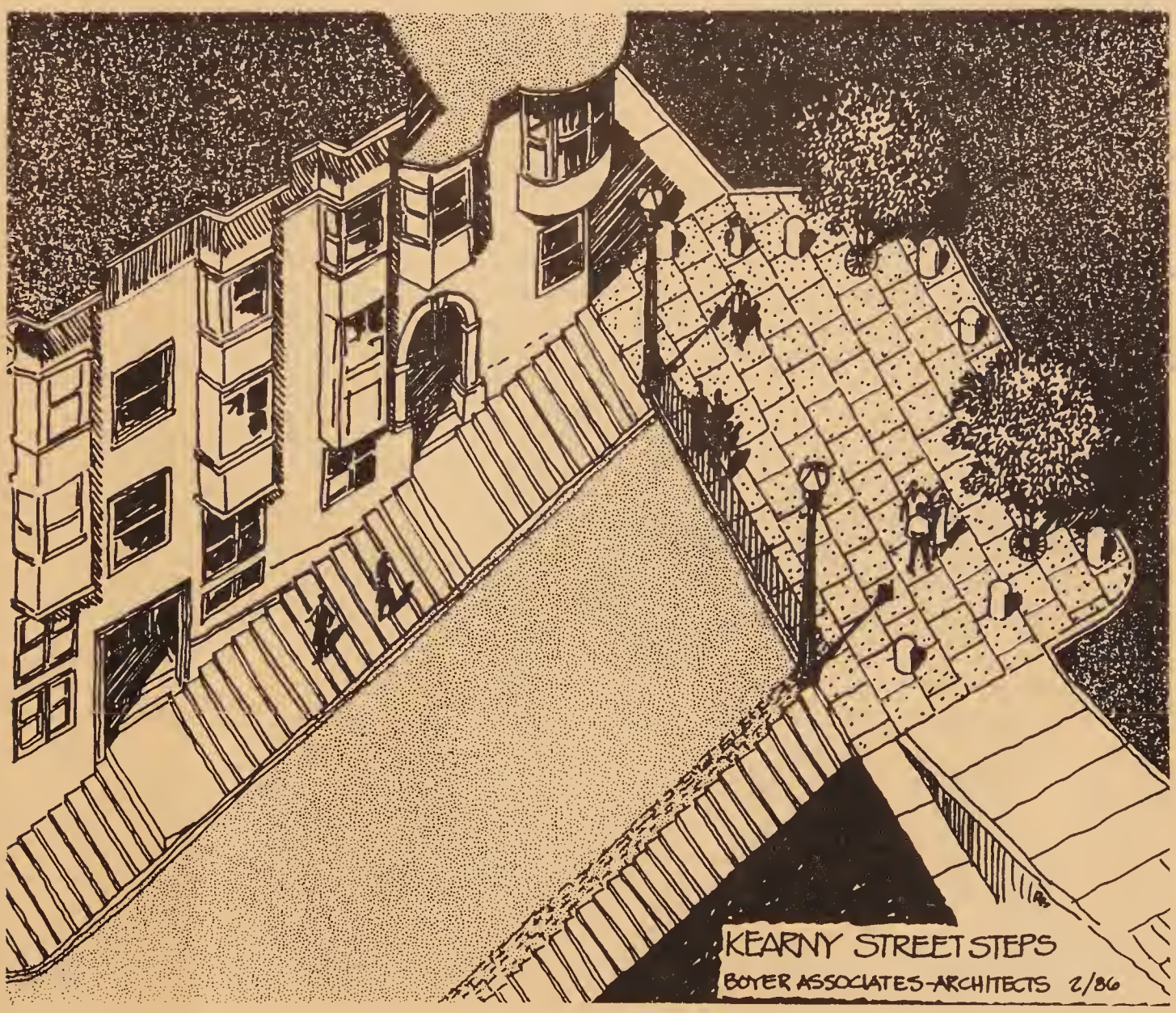
That's when Jerry Hurtado happened on the scene. Jerry is a member of THD and a resident on the steps and took an interest in the project. Jerry volunteered to inform his neighbors and get them together for a series of meetings in which the project was explained and suggestions for modification were accepted by Roger Boyer, project architect. Nancy McCabe, THD Parks and Trees; Marsha Garland, Police Community Relations; Captain Laurence Gray, Commander of Centra State, Timothy Lilliquist of Parks and Rec. and Howard Lim of the Department of Public Works attended, listened to neighbors' concerns and made recommendations which were ultimately adopted into the plan.

Initially feelings were mixed, but everybody could agree that something needed to be done. The focus of the group was at the top of the steps. The neighbors felt that if something could be done to improve that area, the rest would fall into place.

So, what's next? The plan will have to go through Park & rec., DPW and the Art Commission. This process will start in March and could take up to three months at which time construction may start.

The Semaphore salutes these neighbors for volunteering their time to help improve the Kearny Street Steps.

Jim Augustino
Susan Heller
John Barnes
Louise Bea
Carl Burns
Robert Chan
John & June Coyle
Donald Derezinski
Sean O'Donnell
Sherry Balestra
Pat Evans
Barry Goodfield
Hanna Vanderzaken
Richard Gross
Jerry Hurtado
Fay Jew
Bill Jung
William Kirkland
Kitty Kao
Toby Levy
Peter Lum
John Mattson
Claire McAuliffe
Ellen Sinaiko
Blossom Yee
Special thanks to Roger Owen Boyer, AIA.



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Strength Through Unity

A key ingredient in THD's effort to promote communication with other community groups is its membership in the Coalition For San Francisco Neighborhoods (CFSN)—an organization composed of 37 neighborhood associations throughout San Francisco, from Russian Hill to the outer Sunset.

Delegates to CSFN's monthly meetings discuss issues of citywide concern to develop positions for presentation to civic officials. Other activities include testifying at City Hall hearing, writing to civic leaders to inform them of CSFN's positions, and lobbying them for support.

The coalition has supported THD on such matters as the North Beach rent crisis, preservation of the Grace Marchant Garden and the anti-billboard campaign. CSFN is also involved in the effort to use neighborhood commercial zoning to preserve the quality and character of residential shopping districts.

A major effort currently being pursued involves curbing downtown office growth. The coalition is working with a number of urban environmental groups to develop a formula for regulating the rampant building boom eroding the character of our city. The end-product will appear as an initiative on the November ballot.

Other critical items on CSFN's agenda include Mission Bay, Muni service and the proposed downtown stadium. CSFN welcomes your participation and seeks your input. For information on how to get involved, call Sue Cauthen at 391-0737.

Signs of the Times

The passing of Gloria Sausage did not go unnoticed in North Beach. Protesting (from left to right) are Teresa Weyand, Marsha Garland, Rhoda Feldman (carrying sign), Peter Maccharini at center being interviewed by a radio person, Elizabeth Dennehy and June Osterberg.

Photo by June Osterberg

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Photos by Kevin Brown

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Join an Action Group: THD

Do you need reasons to join Telegraph Hill Dwellers? They could include the social calendar—the Christmas Party, the Coit Tower Picnic, the New Member Cocktail Parties, or the Dinner Meetings at which guest speakers present issues of interest to the community, or if you are new to the Hill, getting to meet your neighbors; or the educational benefits of learning how a neighborhood has developed and what forces work to change it. Or the best reason yet—to get involved and make a difference. Join Telegraph Hill Dwellers—an action group.

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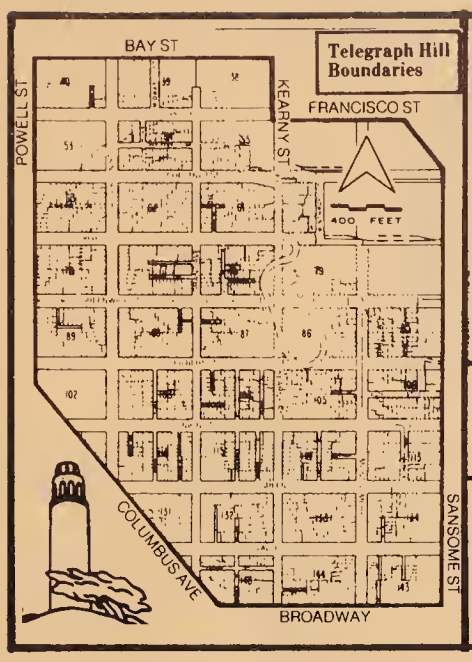

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Meet Your Neighbor:

Herb Kosovitz

Herb Kosovitz joined THD in 1972, served on the Board of Directors between 1977-80 and 1981-84, and was Vice President in 1980. In these capacities, as well as membership in various committees, he worked with others on North beach rezoning, to institute preferential parking, to establish the Jack Early Park, and to help control what was built at Pier 39.

His parents emigrated from Russia in the early part of this century, settling in Kansas City, Missouri, where Herb was born in 1928. After high school, he joined the Army, serving as a sergeant in Korea from 1946-1947. He attended the Art Institute of Kansas City for a year, and then switched to Kansas City University where he earned his BA in Liberal Arts, majoring in English Literature. Still unsure of what to do with his degree after studying commercial art for six months at the Ecole Paul Colin in Paris, Herb toured Italy, Spain and France for half a year.

He moved to San Francisco in 1956, after earning a degree in architecture at the University of California (Berkeley). After a three year apprenticeship, including a year in New York City, Herb formed a partnership with a colleague which lasted for six years. Since 1967, Herb has had his own office as a residential architect. Influenced by what he saw in Europe—a respectful tradition for preserving and utilizing older buildings for new

uses—Herb, somewhat ahead of the times, specialized in remodelling because "I liked that much better than what was then popular, a mindless tearing down of anything old simply because it was old."

Herb has, however, designed and overseen construction of a number of country houses, including one on top of Sonoma Mountain. Herb also built his own house on the north side of Telegraph Hill, utilizing an existing two-car garage. Prior to that he built a house on a 15-foot-wide lot located on Pacific near Larkin. Both that house and his current home are fine examples of what can be done with unpainted wood, lots of natural light and space which create warmth and unified living areas.

Diffident when talking about his work, Herb acknowledged that he has also remodeled several art spaces, a chapel, a church and over the years his own home four times, changing, for instance, what was a sun porch into a sitting area overlooking Chestnut Street. "I get restless," he said, while I silently noted the flexibility of what he does as an architect.

A lover of nature, which in the city means parks and trees, Herb joined THD to help stop the planned commercial garage under Washington Square. Although Herb is "pessimistic about what's happening to our neighborhoods," he "believes that organizations like THD and North Beach Neighbors are the best way to preserve what we have." Putting that belief into action, Herb is again on THD's Board of Directors. Asked about rent controls, Herb quietly answered, "No comment." For some people, actions do speak louder than words.

—John Dolan

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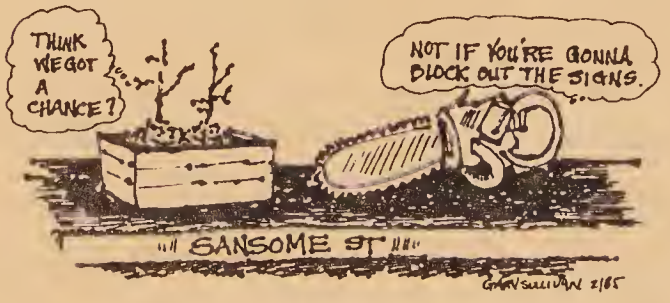

THD Welcomes New and Reinstated Members

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Hugh Douglas
Valeria Furino
B.M. Lawrence
Michele Liapes
James and Laurel Lyons
Rosemary A. Marks
Donald W. McLeod
Sharon A. Moore
Patrick J. O'Halloran
William G. Pates
Royce and Virginia Paulsen
Andrew Rabeneck
Mary Risley
Peter and Susan Rockrise
James Roediger
Salley Saunders
Gary Sharp
Sherwood and Mary Stockwell
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Christopher Wand
Beverly Willis
Edwin M. Wilson
Roy-Lewis Wingate
Anna Hsiu-Luan Woo
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KQED Gears Up for Annual Auction

Volunteers are needed by KQED to solicit restaurants, stores and businesses for goodies to be auctioned off in the Annual June Channel 9 Fund-Raiser. If you would like to help KQED by approaching your favorite North Beach businesses (any business in the 94133 zip code area during hours of your own choosing), call Steve Hord at 781-1117.

(If you find you have a flair for helping with non-profit funding of this sort, call the Semaphore editor too. We always welcome people to help us manage the ads for the Semaphore.)

Spring Poplars for Washington Square

Six poplar trees are to be planted in a semicircle behind the statue of Ben Franklin. Care will be used to avoid obstructing the view of Sts. Peter and Paul Cathedral. The poplars are 14 feet high, but won't be ready to make the trip south until the Oregon snows melt and the ground thaws. The Park Department is planting the newcomers and promises they will be well staked. The trees are being donated by Maggie Baylis in memory of her late husband, Douglas Baylis, the landscape architect for Washington Square Park.

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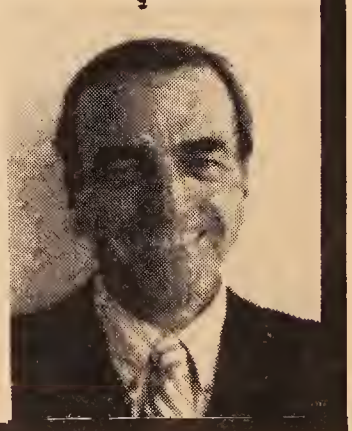
W E L C O M E . . .

to these new members of
the Telegraph Hill Dwellers
who bought their new
Telegraph Hill residences
through me and Merrill Lynch:

Brown, Virginia	Pfeiffer St.
Frank, Evalin	Chestnut St.
Ludwig, David	Chestnut St.
Minton, Marcy	Chestnut St.
Nathan, Harold	Pfeiffer St.
Paulsen, Royce	Pfeiffer St.
Thompson, Nancy	Pfeiffer St.
Woo, A.	Stockton St.
Woo, M.F.	Stockton St.



Alan Koehler
398-7750
62 DARRELL PLACE
TELEGRAPH HILL

Clean Water Program Opening

The Board of Supervisors mandated a 28-member Citizen Advisory Committee from 12 local civil organizations to maintain a continuing review of policies of the Clean Water Program. Telegraph Hill Dwellers has maintained an active interest in the Clean Water Program since its inception, and sends a representative to Citizens Advisory Committee meetings. There is now an opening for a Telegraph Hill Dwellers representative to the Citizens Advisory Committee. If you are interested in this vital issue, can attend the CAC meetings (held monthly) and report back to the Board, please call Jeanne Milligan.

Fisherman's Wharf Festivities

Circle June 6-8 on your calendar as a reminder to roll down to Fisherman's Wharf for the third annual Cable Car Festival. Sponsored by the Fisherman's Wharf Merchants Association, this year's festival will begin with a bang on June 6 and 7 when fireworks will light up the sky. A parade and other activities are scheduled for 3 p.m. on June 7.

A Spring Salad

From Tante Marie's Cooking School's catalogue of creative and sumptuous dishes comes the following salad. Just the thing for spring!

In the center of a large platter place a round of goat's cheese, such as Sonoma, Bucheron or Montrachet. Surround this with strips of sun-dried tomatoes, little Nicoise olives, shredded fresh basil leaves, and or julienne of prosciutto. Pour over the cheese a good quality olive oil (or the oil from the sundried tomatoes) and a few shakes of freshly ground black pepper. Serve with plenty of French bread. MSR

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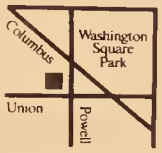

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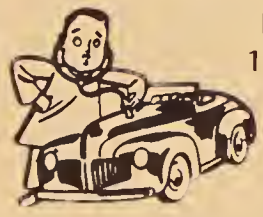

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In Memoriam

Kenneth Evers, long time resident of the hill, founding member of THD, and two term president, died February 28, at his home in Tiburon. Expressions of sympathy may be made to Mrs. Marion Evers at 28 Marinero Circle, Tiburon 94920.

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Special thanks to John Robiola

North Beach Boxing Event

On Sunday, June 8th at noon, at Washington Square, many members of the North Beach Business community, and some city municipal agencies, including the Police Officers Association are hosting the Third Annual North Beach Boxing Exhibition and Pageant. Co-promoters are Officer Bob Geary and Sgt. Ron Vernali, who was born and raised in North Beach.

The pageant will being with a parachutist jumping from 3,000 feet (hopefully) into a ring set up in Washington Square. After the national anthem, oldtime North Beach (and San Francisco) boxers of the 20s, 30s and 40s will be introduced, including celebrated athletes like Big Joe Roach, John Fasano, and Dante Benedetti.

Then, following California State Athletic Commission rules, there will be 6 bouts, 3 round of exhibition boxing. Both pros and amateurs will participate.

There will be a raffle with prizes such as a trip to Hawaii and color TVs followed by a party (wine and hors d'oeuvres) at the Italian Athletic Club. It is hoped, in the spirit of competition, that neighborhood restaurants will sponsor boxers wearing restaurant colors, reminiscent of Il Palio in Siena.

Comedian Mike Pritchard will emcee. For further details or if you want to be involved in this event, contact Marsha Garland, 673-3228. Proceeds from the event will benefit a neighborhood non-profit organization.

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North Beach Merchants Meeting

In January, members of THD, Russian Hill Neighbors, North Beach Neighbors, Chinatown Resource Center and New North Beach Merchants Association (an informal coalition) met at the Italian Athletic Club to discuss the status of commercial rents in North Beach and to show their concern.

Jane Winslow suggested adoption of the city's proposed neighborhood commercial rezoning limiting certain types of businesses in North Beach, such as banks, fast food places, bars and restaurants, thereby reducing competition for commercial space.

THD member Paul Brad talked about efforts in the north of Market neighborhood to save small businesses and accepted suggestions from the floor. These included commercial rent control, negotiations with individual landlords and legal and technical help for small businesses to learn their rights.

Franco Bruno of Malvina's Cafe told about the tripling of his rent and that of Cuneo Bakery. Businesses such as his are what make North Beach special and now they are being displaced.

Jennie Sanchez, on the other hand, was able to convince Sts. Peter and Paul church not to increase their rent. Her mother had started Mama's restaurant over fifteen years ago at the corner of Stockton and Filbert and never had a lease. It was acknowledged that not everyone had as charitable an organization as the church for a landlord.

Peter Macchiarini was evicted and had no place to go until the Chinese Community Housing Corporation, a non-profit organization which runs the Tower Hotel on Grant Ave., rented him space for his jewelry store.

In Chuck Mills' informal survey of vacancies in North Beach, he found 25 vacant or under utilized storefronts; six of which have been vacant for more than six months. (Further research by Jim Stevens of North Beach Neighbors showed there were even more—36 empty storefronts!)

The glaring question evident at every corner is: if North Beach storefronts are so valuable that the landlords need to demand exorbitant rents, then why are so many still vacant?

These issues were not resolved during this session, but many ideas emerged to present at the public hearing on February 11.

More on North Beach Businesses

At the February 11th hearing of the Board of Supervisors Planning, Housing and Development Committee over 150 people were present. Many of them voiced their concerns about the disappearance of unique businesses in North Beach. The supervisors suggested several possible solutions, none of which got the support of a majority of the board. They were referred to the City Attorney for further study. Board suggestions included: a historic district, a design review and use review board, Nancy's Walker's idea of a 35% ceiling on rent increases for a six month period retroactive to the end of December to study the problem, Carol Ruth Silver's suggestion that the Mayor's of office set up a tenant mediation department.

A rent hot line has been set up. The number is available through the Mayor's office. Meanwhile the coalition is polling each supervisor to determine which ideas they feel might be more viable.

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Election Dinner

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6:30 p.m. Cocktails
7:30 p.m. Dinner

RSVP by April 9:
Pat Brown, 775-7528